



Cable-Tec Expo® 2017
Logo & Promotional Badge
Guidelines



SCTE · ISBE

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Promotional Badges

Policy & Use

In general, the logo and promotional badge should always appear clearly legible, and it should be separate and remain distinct from any other graphic elements or company logos. The Cable-Tec Expo® 2017 logo and promotional badge may not be imitated or used as a design feature.

The Cable-Tec Expo® 2017 logo and promotional badge may not be used in conjunction with product, service or individual endorsements. The logo and promotional badge must be displayed in a positive manner. They may not be used to depict Cable-Tec Expo® 2017, SCTE•ISBE, or any of its exhibitors/members/speakers, services, products or affiliates in a negative way.

The logo and promotional badge may not be displayed as a primary feature on any Cable-Tec Expo® 2017 related exhibitor materials and may not be used in such a way as to appear that SCTE prepared or endorsed the products or services described.

The logo and promotional badge must be used as provided by SCTE•ISBE on the Cable-Tec Expo® 2017 website, with no alterations, including but not limited to changes in acceptable colors indicated below, proportion, design, or removal of any words, artwork, or trademark symbols. The logo and promotional badge may not be animated or otherwise distorted in perspective or appearance, but may be changed in size to fit the usage need of exhibitors. The logo and promotional badge should not be scanned from printed sources or harvested from web pages or e-mail.

Color Palette



PROCESS C0 M100 Y60 K0
SCREEN R237 G22 B81
WEB HTML #ED1651



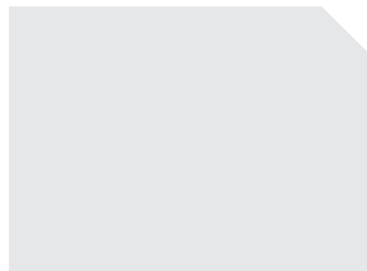
PROCESS C80 M0 Y25 K0
SCREEN R0 G183 B198
WEB HTML #00B7C6



PROCESS C100 M80 Y0 K0
SCREEN R3 G78 B162
WEB HTML #034EA2



PROCESS C0 M0 Y0 K80
SCREEN R84 G88 B90
WEB HTML #54585A



PROCESS C0 M0 Y0 K10
SCREEN R230 G230 B230
WEB HTML #E6E6E6

Logo

Full Color Logo:
*Whenever possible
 the full color logo
 should be used.*



Black Logo



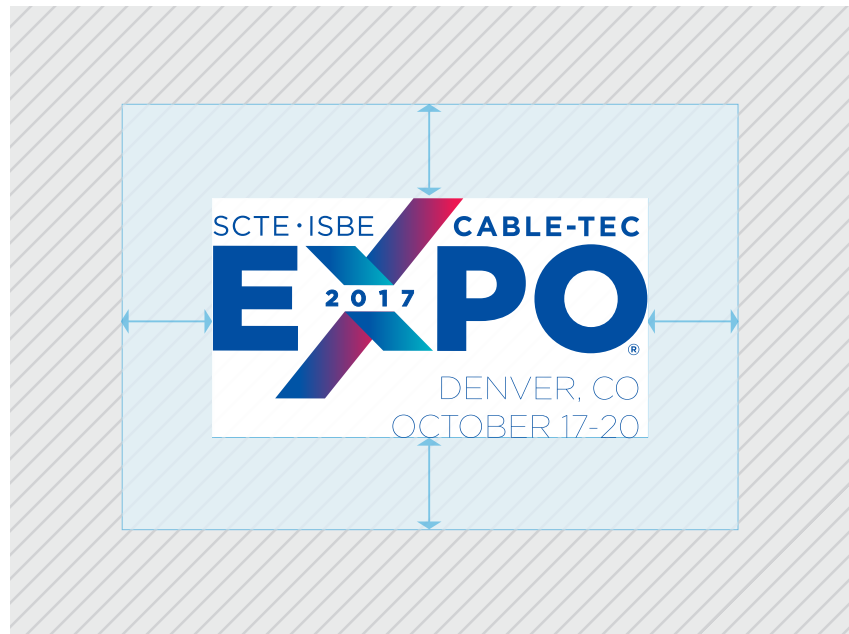
Reverse



Logo Clear Space

Grey stripped area
 indicates **Safe Zone**. Other
 graphical and visual
 elements can be safely
 positioned up to the
 adjoining Blue area.

Blue indicates Clear Space.
 The blue area must be kept
 free of all other graphical
 and visual elements.



Promotional Badges

Let your customers and prospective customers know your company is at the cutting edge of cable technology by promoting that you are exhibiting, attending, sponsoring, partnering and/or speaking during Cable-Tec Expo. Promote your part in Cable-Tec Expo on your website, monthly newsletters, event pages, advertisements and/or email signatures.

